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Maurer
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File Name : Bidding out
architecture_1Lqs2ZMPtQj41i
U1sRvZ5RWJYc013V4cnZLLBYaJL
VMw.docx

Bidding out architecture

Note: please use gBid uber doc for future discussions

Note: Given we are looking into the tech/architecture way ahead of PRD, this doc is kept as open as possible. As we get some product side things cleared out, some of the stuff in the doc can be trimmed/adjusted accordingly.

Requirements / assumptions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Other requirements/goals

-
-

Terminology

- Partner: This refers to 3rd party exchange. Following words are used interchangeably in this doc: 3p exchange, 3p partner, partner, exchange.
- Publisher: This is the app owner who signed up to ad platforms to get ads. In this doc's context, _____ publisher can have multiple apps.

Commented [1]: @santoshkc@google.com Added this. Can you review my claims on AwBid for correctness?

Commented [2]: _____

Commented [3]: _____

Commented [4]: _____

Commented [5]: Geoff, thanks - _____

Commented [6]: _____

Commented [7]: Santosh ...wrt one thing to keep in _____

Commented [8]: _____

Commented [9]: Santosh, basic question: how would _____

Commented [10]: _____

Commented [11]: yeah, thanks for clarifying!

Commented [12]: @gfb@google.com Can you please confirm these two assumptions? Assigned to Geoff Beresford_

Commented [13]: _____

Commented [14]: on the second point, can we clarify on the doc that they will need to coexist in the transition, but once a publisher/app is fully migrated t _____

Commented [15]: Clarified in the description.

Commented [16]: _____

Overview

TL:DR; [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Commented [17]:

Commented [18]:

Commented [19]:

Following are top-level areas to explore from the technical side for Bidding out project/product.

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Key Questions:

- [REDACTED]
- [REDACTED]

Publisher Setup

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Commented [20]:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Key Questions:

Work Estimate:

Integration with publisher & 3p exchange partners

Signal collection & rendering using GMA SDK

[REDACTED]

[REDACTED]

[REDACTED]

We can reuse this work, as is, for Bidding out.

[REDACTED]

[REDACTED]

Commented [21]: how are the signals passed to us right now?

Commented [22]: [REDACTED]

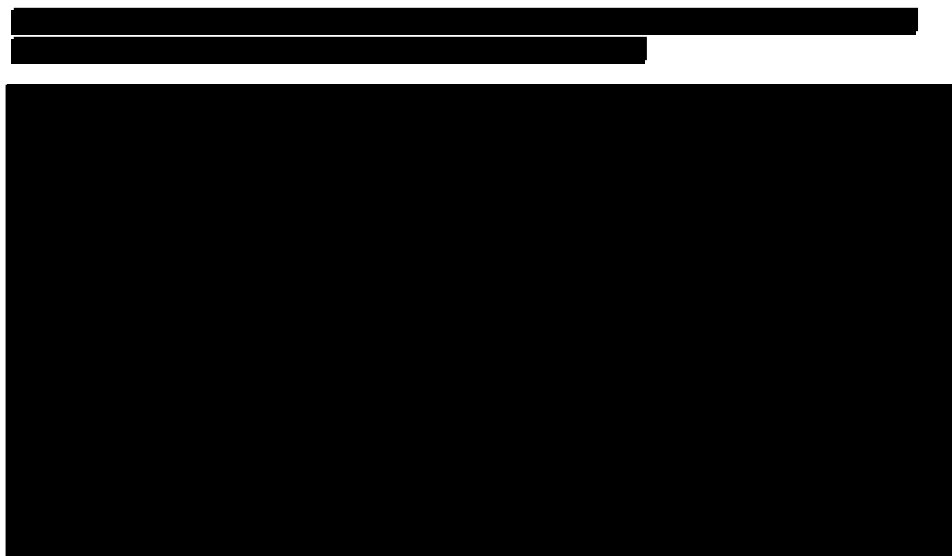
Commented [23]: [REDACTED]

Commented [24]: [REDACTED]

Commented [25]: @leichtenschl@google.com
[REDACTED]

Commented [26]: [REDACTED]

Commented [27]: [REDACTED]



Links: [high-level design](#), [slides](#), [project plan](#)

Receiving bid requests & Open RTB

End point

Parsing RTB request

Kick off workflow in Bow

Key Questions:

Commented [28]: [REDACTED]

Commented [29]: [REDACTED]

Commented [30]: Added a note.

Commented [31]: [REDACTED]

Commented [32]: [REDACTED]
[REDACTED] @delewis@google.com would know more details.

Commented [33]: [REDACTED]

Commented [34]: [REDACTED]

Commented [35]: [REDACTED]

Commented [36]: +1. [REDACTED]

Commented [37]: [REDACTED]
@delewis@google.com

Commented [38]: [REDACTED]

@oscarpan@google.com

Commented [39]: [REDACTED]

Commented [40]: I agree, listed this for completeness & for more discussion. In fact, david & [REDACTED]
[REDACTED]
@delewis@google.com

Work Estimate:

Backend serving changes

Significant portion of the serving changes are covered in above sections. The remaining changes are more of integration in nature.

Modeling the request

- [REDACTED]

- [REDACTED]

Key Questions:

Work Estimate:

Publisher Controls

- Process / Fetch publisher controls (if any) that we want to support in this product.

Key Questions:

- [REDACTED]

- [REDACTED]

Work Estimate:

- [REDACTED]

Commented [41]: [REDACTED]

[REDACTED]

Commented [42]: +1

Commented [43]: [REDACTED]

Commented [44]: [REDACTED]

[REDACTED]

Commented [45]: [REDACTED]

Commented [46]: [REDACTED]

[REDACTED]

[REDACTED]

Commented [47]: don't think we should reuse this, very confusing.

Commented [48]: what is GTM?

Commented [49]: Go to market timeline.

Commented [50]: [REDACTED]

Commented [51]: [REDACTED] Added into the questions.

Commented [52]: [REDACTED]

User Profiles

- [REDACTED]
- [REDACTED]

Key Questions:

- [REDACTED]

Commented [53]: basic questions - [REDACTED]

Work Estimate:

- [REDACTED]

Other Considerations

- [REDACTED]
- [REDACTED]

Commented [54]: [REDACTED]

Commented [55]: [REDACTED]

Commented [56]: [REDACTED]

Commented [57]: [REDACTED] I also don't understand why this is hard...

Other work

- [REDACTED]

Key Questions:

Work Estimate:

Logging Changes

- [REDACTED]

Key Questions:

Work Estimate:

Creative Fetch / Service

[REDACTED]

[REDACTED]

[REDACTED]

Key Questions:

- [REDACTED]

Work Estimate:

- [REDACTED]

Commented [58]: [REDACTED]

Commented [59]: [REDACTED]

Commented [60]: [REDACTED]

Commented [61]: [REDACTED]

Commented [62]: [REDACTED]
@delewis@google.com

Clearing price, HOB propagation

[REDACTED]

[REDACTED]

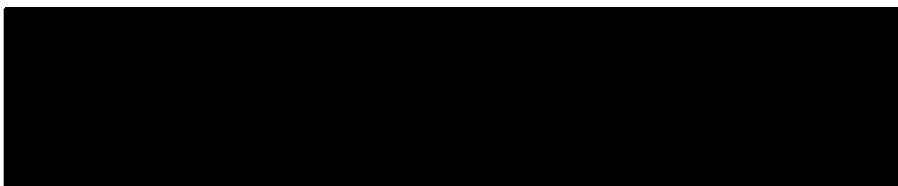
Commented [63]: [REDACTED]

Questions:

Work Estimate:

Desired tail latency

-
-
-



Work Estimate:

-
-



Core constraints

-
-



Partner Reporting & Payment



Key Questions:

Work Estimate:

Publisher Reporting & Payment



Key Questions:

Commented [64]:

A rectangular black box redacting content.

Commented [65]:

A rectangular black box redacting content.

Commented [66]:

A rectangular black box redacting content.

Commented [67]:

A rectangular black box redacting content.

Work Estimate:

- [REDACTED]
- [REDACTED]

Quality / modeling

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Commented [68]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Key Questions:

Work Estimate:

UAC

<TBD>

GDN

<TBD>

DV3

<TBD>

Bidding Models

<TBD>

Key Questions:

Work Estimate:

Work Estimate

Area	Work estimate	Notes
Partner Integration		
1 [REDACTED]	[REDACTED]	[REDACTED]
1 [REDACTED]	[REDACTED]	
1 [REDACTED]	[REDACTED]	
1 [REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	
[REDACTED]	[REDACTED]	
[REDACTED]		

Commented [69]: Add absolute time as well.

Appendix

Latency requirements

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Win rate estimate

script.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Commented [70]: @santoshkc@google.com Added this. Can you review my claims on AwBid for correctness?

Commented [71]: [REDACTED]

Commented [72]: [REDACTED]

Commented [73]: [REDACTED]

Commented [74]: Geoff, thanks - [REDACTED]

Commented [75]: [REDACTED]

Commented [76]: Santosh .. [REDACTED]

Commented [77]: [REDACTED]

Commented [78]: Santosh, basic question: how would [REDACTED]

Commented [79]: Carlos - [REDACTED]

Commented [80]: yeah, thanks for clarifying!

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

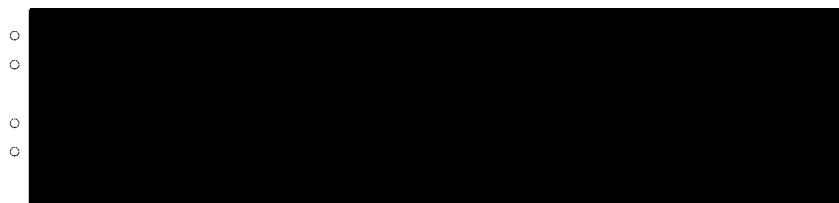
Delete these:

Meeting notes [REDACTED] (qi, lisa, delewis, et. al.)

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

-
- [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]

Commented [81]: [REDACTED]



Commented [82]: [REDACTED]

Commented [83]: [REDACTED]